

Message Text

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ACTION EB-11

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SUBJECT: TEXTILE & APPAREL MACHINERY CATALOG SHOW OCTOBER 1-6

1. OVER 1000 INDIVIDUALS REPRESENTING 380 SEPARATE FIRMS VISITED THE TEXTILE AND APPAREL MACHINERY CATALOG SHOW WHICH WAS HELD IN TAIPEI'S USIS LINCOLN CENTER OCTOBER 1, 2 AND 3 AND IN THE USIS OFFICE, TAINAN, OCTOBER 5 AND 6.

2. IN TAIPEI, 431 VISITORS FROM 268 FIRMS VISITED THE DAYTIME AND EVENING SESSIONS OF THE SHOW AT LINCOLN CENTER. AS USUAL USIS PROVIDED EVERY POSSIBLE ASSISTANCE AND COOPERATION. THERE WERE TWO INNOVATIONS, BOTH OF WHICH PROVED SUCCESSFUL:

(1) USE OF A XEROX MACHINE SUPPLIED BY THE LOCAL XEROX AGENT WHO CHARGED MINIMAL AMOUNT FOR EACH PAGE COPIED.

(2) USE OF A REAR 16MM MOVIE PROJECTOR AND SLIDE PROJECTOR TO SHOW A COLMAN-BARBER FILM, LESSONA SLIDES AS WELL AS MRS. ANDREWS' SLIDES ON A ROTATING BASIS. THE FACT THAT THERE WERE ONLY 14 TRADE INQUIRIES IS DUE TO THE ALMOST CONSTANT USE MADE OF THE XEROX MACHINE. THERE WAS NO NEED TO REQUEST FOR CATALOGS WHEN THEY COULD BE COPIED IMMEDIATELY. THEREFORE, IT WILL BE DIFFICULT

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TO CHECK ON END RESULTS WITH LOCAL BUSINESS BUT WE HOPE

THE MORE RAPID AVAILABILITY OF INFORMATION PRODUCES MORE SALES.

3. THE SUGGESTION TO HOLD THIS SHOW IN TAINAN AS WELL AS IN TAIPEI WAS ACCEPTED EAGERLY BY USIS TAINAN. (THE EMBASSY WAS ONLY ABLE TO PROVIDE MINIMAL SUPPORT FROM TAIPEI; THE TAINAN USIS STAFF DID ALMOST ALL THE WORK.) LIKE THE POLLUTION CONTROL CATALOG SHOW HELD IN KAOHSIUNG IN OCTOBER 1972, THIS WAS A FIRST FOR TAINAN. AS IN THE CASE OF THE POLLUTION CONTROL CATALOG SHOW AND POLLUTION CONTROL TRADE MISSION WHICH ALSO VISITED KAOHSIUNG IN MARCH 1973, THE KAOHSIUNG/TAINAN USIS DIRECTOR "WENT ALL OUT" TO MAKE THIS SHOW THE SUCCESS IT WAS. THAT OVER 600 PEOPLE ATTENDED THE TWO-DAY SHOW IS DUE TO HIS EXCELLENT PROMOTION EFFORT AND THE FACT THAT THE GENERALLY SMALLER FIRMS IN TAINAN CANNOT AND DO NOT TRAVEL TO TAIPEI OFTEN FOR SUCH EVENTS. THE RESULTING EXPOSURE TO THESE FIRMS MADE THIS EFFORT WELL WORTH WHILE. (AGAIN, THE SMALL NUMBER OF TRADE INQUIRIES, SEVEN, WAS BECAUSE THE LIBRARY'S OWN XEROX MACHINE WAS HEAVILY USED BY VISITORS.)

4. MRS. MILDRED ANDREWS DID AN OUTSTANDING JOB DESPITE A DEMANDING SCHEDULE OF APPOINTMENTS AND THE NECESSARY BUT TIRING TRAVEL TO AND FROM TAINAN. SHE HAD APPOINTMENTS WITH 16 GROUPS IN TAIPEI ALONE AND ATTRACTED OVER 100 PEOPLE TO A FORMAL LECTURE/SLIDE PRESENTATION IN TAINAN. SHE MET WITH THE MAJOR OF TAINAN AND SEVERAL LEADING TEXTILE INDUSTRIALISTS AT A DINNER ARRANGED BY THE USIS DIRECTOR. MRS. ANDREWS ENERGETICALLY AND CONVINCINGLY PRESENTED THE ARGUMENTS FOR PURCHASING U.S. EQUIPMENT IN THESE FIELDS. IN ADDITION, SHE PERSUADED A FEW FIRMS TO SEND REPRESENTATIVES TO THE UPCOMING TEXTILE CONVENTION IN GREENVILLE.

5. SEVERAL TAIWAN FIRMS VOICED COMPLAINTS ABOUT THE SLOW DELIVERY TIMES OF U.S. SUPPLIERS, PARTICULARLY WHITTEN. WE REPLIED THAT OFTEN LOCAL REPRESENTATIVES WERE AT FAULT. BECAUSE OF THEIR EAGERNESS TO SELL, THEY MISLED THEIR CUSTOMERS ABOUT THE DELIVERY DATE. TAIWAN IS BECOMING A LEADING MARKET FOR U.S. TEXTILE/APPAREL MACHINERY BUT UNCLASSIFIED

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ALL U.S. MANUFACTURERS RISK GETTING BAD REPUTATIONS IF SEVERAL ARE TARDY ON DELIVERIES.

6. IT IS DIFFICULT TO ESTIMATE SALES DIRECTLY RESULTING FROM THIS CATALOG SHOW BUT MRS. ANDREWS REPORTED SEVERAL GOOD PROSPECTS INCLUDING THE SALE OF EQUIPMENT FOR AN ENTIRE NEW TEXTILE PLANT. ALSO A NUMBER OF LOCAL FIRMS INDICATED DESIRE TO BECOME AGENTS FOR U.S. COMPANIES

HERETOFORE UNREPRESENTED IN TAIWAN.
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